

# FOR IMMEDIATE RELEASE

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## Historic Merging of Two Tourism Entities Creates New York State Tourism Industry Association (NYSTIA)

**Albany, NY:** Today, at NYS Tourism Action Day, Herb Clark, President of the NYS TPA Council, Inc. announced the historic merging of the Council with the NYS Travel & Vacation Association, forming the New York State Tourism Industry Association (NYSTIA).

“The merger of these two organizations, with similar missions of promoting tourism, will further strengthen the industry by combining the structure of the Council with public and private business,” Clark said. “It is the goal of NYSTIA to build on its media and digital promotion and trade and travel opportunities. We are also looking forward to working more closely with the NYS Division of Tourism through coordinated promotional opportunities and programs.”

The NYS TPA Council, Inc. was formed in the 1990s and represents the Tourism Promotion Agencies (TPAs) of New York State. Each county in the state of NY has a designated TPA to serve as the tourism representative for the county. Additionally, this certified county agent serves as the liaison between the county and the NYS Division of Tourism and the I Love NY Matching Funds Program. Through this council, state TPAs are able to share information re: tourism, as well as work together on cooperative advertising campaigns in publications such as Oprah Magazine and Good Housekeeping.

New York State Travel & Vacation Association, formed in the 1970s, represents both county designated TPAs and Convention & Visitors Bureaus (CVBs), as well as private sector tourism-related entities (attractions, lodging, restaurants, etc). Through this organization, tourism partners are able to participate in a highly regarded consumer shows program, putting their travel information in front of hundreds of thousands of consumers at 15-20 travel shows each year.

“Overlap between these two organizations’ member bases has always been high, particularly among the TPAs of New York State,” said Michael Linehan, President of NYSTVA and Co-Chair of NYSTIA. “Looking at combined resources, the needs of our member organizations, and the tourism industry as a whole in NYS, it made great sense for these two organizations to merge into one stronger, united entity that will better serve all aspects of tourism businesses in NYS, both private and public.”

The two organizations are currently serving in a parent/subsidiary arrangement as the merger is finalized. The new organization, NYSTIA, will officially start operating at the “I Love New York” Empire State Tourism Conference, April 28-30<sup>th</sup>, located in Syracuse, NY.